

Sporting Equals

Promoting ethnic diversity in sport & physical activity

Job Description

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| Post Title: | Head of Marketing & Communications |
| Salary: | c. £40,000 per annum |
| Benefits: | 25 days annual leave (per annum) plus 8 Bank Holidays (pro-rata) Contributory Pension scheme Employee Assistance Programme Plus other benefits |
| Hours: | Full Time - 40 Hours per week |
| Location: | Hybrid model - mainly remote with typically one day a week at our Head Office at Coventry University Technology Park (national travel will be required) |
| Responsible for: | Marketing and Communications Team |
| Reporting to: | CEO |
| Internal Stakeholders / Beneficiaries: | Senior Management, Development and Project Teams |
| Contract: | Fixed term contract until 31 March 2024 (with possibility of extension) |

Outline of Role: Head of Marketing and Communications

Sporting Equals' key marketing strategist and influencer who, working with the Senior Management Team, is responsible for the direction, development and overall delivery of all communications within, around and emanating from Sporting Equals to its audiences: Government Agencies, Community Groups, Partners, Beneficiaries and other stakeholders.

Main Duties

Strategy:

Create and lead the delivery of Sporting Equals marketing, public affairs, campaign strategies and plans.

Delivery:

Senior and Peer Management

Provide strategic communications, external affairs advice, media briefings for the Senior Management Team, the ability to be a front facing spokesperson for Sporting Equals.

Work closely with the Director of Projects to ensure the delivery of Marketing and Communication KPIs for projects and programmes both at a National and Local level

To liaise with the Director of Development to drive income generation activity and opportunities.

Team Direction and Management:

Recruit, develop and retain a marcoms team who will deliver Sporting Equals' communications across all relevant channels.

Lead, manage and motivate your marcoms team, setting objectives, determining priorities, allocating work, and ensuring that deadlines are met. Ensure the teams competency on all media and communications resources and that the team operates at all times within Sporting Equals rules, regulations, procedures and codes of practice so that team members are effectively supervised and supported in their career development.

Embrace responsibility for the creation, development and effective management of your team's output including marketing, public affairs and campaign strategies, encompassing the following channels and potential scenarios:

Digital and Offline:

Create and lead delivery of Sporting Equals digital marketing strategy. This includes responsibility for our website development and its maintenance. Managing our external website developer and overseeing your team to keep the website relevant and compliant, as a critical window into Sporting Equals, and data source from which to generate leads, created and served by the management and oversight of our marketing automation resources. To monitor and report on the positive impact of Sporting Equals' campaigns to our sponsoring partners while amplifying those results to a broader target audience.

Advisory:

Create and lead the implementation of Sporting Equals public affairs strategy including nurturing relationships with relevant parliamentarians and government bodies, both national and local.

Keep abreast of sector developments to ensure Sporting Equals own policy initiatives are aligned, informed and influenced by needs and voices of people from ethnically diverse communities.

Oversee the management of key advisory networks i.e. British Asian Sport and Physical Activity Network, Sport Monitoring Advisory Panel and the Youth Panel.

Position Sporting Equals to be the go-to advisory body for Government and other bodies, requiring guidance on race equality in sport and physical activity.

Communications:

Effectively manage internal and external communications strategies in order to uphold the reputation of Sporting Equals, to ensure Sporting Equals continues to operate as an effective organisation/employer.

Ensure appropriate evaluation programmes are in place to monitor performance and effectiveness of strategies, plans and tactics.

Lead on crisis communications in emergency situations, owning this area working alongside the Senior Management Team, to respond to such incidents, by developing contingency and scenario plans to be speedily executed if needed.

Direct relationships with national and ethnic media at senior level.

Attend Sporting Equals events and activities, that may require attendance outside normal office

To undertake other duties as required which are commensurate with the salary grading of the post

PERSON SPECIFICATION – Head of Marketing and Communications

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| Essential skills, knowledge and experience: | A degree in a relevant field i.e. marketing, communications, politics and at least 5 years' experience in a senior marketing team management role. |
| | Advanced knowledge, experience of, and contacts within: internal / external communications / PR / public affairs. |
| | A proven track record that demonstrates creativity, innovation and flair. |
| | Ability to use discretion and take initiative over a broad area of activity. |
| | Ability to analyse and interpret varied and complex data in order to produce long term solutions and strategies. |
| | Excellent written and oral communication skills to deliver wide ranging, complex and contentious information across a broad audience of specialists and non-specialists. |
| | Good interpersonal skills and the ability to form effective networks with highly developed influencing, counselling, negotiating and advocacy skills. |
| | Experience of leading on major and national in person and digital events including management of suppliers |
| | Highly self-motivated, capable of dealing with a demanding workload and delivering to deadlines with minimal supervision. |
| | Ability to be a spokesperson for Sporting Equals with key messaging and manage media relations. |
| | Ability to think clearly and strategically, to challenge in a constructive way and offer innovative solutions. |
| | Regularly analyse internal and external environment and implement learnings into ongoing plans |
| | Demonstrable experience providing effective strategic communications support to senior management. An understanding of and commitment to race equality, Equality, Diversity, Inclusion and |

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| | the values of Sporting Equals. |
| | Experience of a Race Equality / Equality, Diversity and Inclusion setting. |
| Desirable skills, knowledge and experience: | Experience of working in a UK charity; |
| | Understand the role and remit of sport and physical activity organisations such as NGBs, leisure operators and the context within which they work; |
| | Budget management. |
| | Experience contributing towards service transformation / business process reengineering. |